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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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## In re application of:

SWIX, Scott R.

Group Art Unit: 3622

Application No. 10/020,779

Examiner: VAN BRAMER, John W.

Filed: December 14, 2001

TITLE: "Advertising and Content Management Systems and Methods"

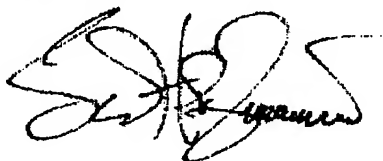
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37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

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I hereby certify that this correspondence is being facsimile transmitted to the centralized facsimile telephone number (571) 273-8300.

Scott P. Zimmerman  
Name of Person Transmitting This Paper



July 19, 2006  
Date of Transmission

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37 C.F.R. § 1.114 SUBMISSION OF AMENDMENT WITH REQUEST FOR  
CONTINUED EXAMINATION

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Mail Stop: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

Commissioner:

The Assignee respectfully requests entry of the following amendment and remarks in response to the final Office Action mailed April 20, 2006. The Assignee respectfully submits that the pending claims distinguish over the cited document to *Marsh*.